



Dear Winery,

In its third year, the Idaho Wine Commission will be hosting Savor Idaho, Idaho's Premier Wine and Food Event. The event will be held on June 12, 2011 at the Idaho Botanical Garden in Boise, ID, featuring a vast array of Idaho wineries and restaurants. Savor Idaho gives consumers a unique opportunity to savor the best Idaho has to offer in wine and food. The consumer tasting will begin promptly at 2pm and run till 6pm welcoming 900 guests. Each guest will be greeted with a commemorative wine glass as they taste and sip their way through Idaho's best.

This year we will be adding a new component, a trade tasting, from 1-2pm. Unlike last year this trade tasting will be geared towards media, distributors and restaurant owners/buyers. We received feedback from several wineries stating they would like to have the opportunity to meet with the trade prior to the opening of the consumer tasting and during the trade hour is when these conversations can take place without being interrupted by consumers. The attendance to the trade tasting will be limited in order to give the wineries, restaurants and exhibitors quality face-time with the trade.

In order to make Savor Idaho an unforgettable event, the Idaho Wine Commission is currently seeking Idaho wineries. Your participation in Savor Idaho offers an unparalleled opportunity to promote your establishment, as well as a great way to get involved in the industry. Advertising for this event will cover a broad spectrum in print, web, radio, and possibly television to ensure we reach a wide range of consumers. At the event, your company and the talents of your staff will connect with a wine and food-friendly audience of over 900 consumers. Your involvement indicates to the media and public that you support Idaho products and recognize the affinity of wine and food.

Savor Idaho coincides with Idaho Wine Month in June when additional promotional activities are designed to raise awareness of Idaho wines. These events will take place at participating venues, specialty food vendors, wineries and retailers throughout the month. The Idaho Wine Commission is encouraging all supporters to have special Idaho wine month promotions.

Thank you for your consideration. If interested in participating, please fill out the attached form and email/mail/fax it to the Idaho Wine Commission by January 31st. We appreciate your support of the Idaho wine industry and look forward to working with you to create an exciting Savor Idaho.

Sincerely,

Moya Shatz
Executive Director
Idaho Wine Commission



Savor Idaho 2011 Winery Registration

Deadline: January 31, 2011

Early Registration (Before December 31st): \$100

Normal Registration (Due January 31st): \$125

Winery Name: _____

Winemaker: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Email: _____ TTB Number: _____

Representatives

Registered wineries are allowed **TWO** representatives. Additional representatives may purchase tickets online at www.savoridaho.org for \$40. Deadline for submitting representative names is May 13, 2011.

1) _____

2) _____

Contact Person

Name: _____ Email: _____

Work Phone: _____ Cell Phone: _____

Label

Wineries will be identified in the event program and online by their label/logo. Please e-mail your logo to Moya Shatz at the same time you send your registration in jpg 300 dpi format. Logos need to be received no later than January 31, 2011.

Selling

Each Winery has the option to sell wine through the Idaho Botanical Garden. Wine can be sold to the Garden at wholesale and the Garden will sell in the tent at suggested retail, with 30% of the retail price going to the Garden. Each winery is allowed to sell a maximum of 3 wines, please include all the information below. Wine cannot be sold at winery table due to permitting issues.

Vintage	Appellation	Varietal	Wholesale Price	Retail Price

___ I would like the Garden to sell my wine in the wine tent.

Permits

Wineries do not need to obtain the winery special event permit because they are covered under the Garden's non-profit event permit.

Supplies

You will be provided a 6 ft table with white linens, a spit bucket, ice, ice bin, water, one sign, and glasses. Please bring any extra signage for the front of your table and/or brochures you would like to display or hand out.

Website

To view your information online, and see other participants, please visit the Savor Idaho webpage, www.savoridaho.org

Payment \$100 if received by December 31, 2010; \$125 if received after December 31, 2010.

Payment for Savor Idaho 2011 must be received with application by June 1, 2011 to participate. Please make checks payable to the Idaho Wine Commission and mail to the address below.

Please email/fax/mail completed registration form to Moya Shatz:

Idaho Wine Commission

Attn: Savor Idaho

821 W. State Street

Phone: 208-332-1538

Fax: 208-334-2505

moya@idahowines.org

NOTE: Please keep a completed copy on file for your records. If you need to change any information, please contact the Idaho Wine Commission as soon as possible.